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672.425 ● Northrup, King & Co's
KINGSCROST
HYBRID CORN



If I Were A Farmer—

—and thinking about buying some Hybrid Seed Corn, I would follow the advice of that old wise man Haykem, who lived in the City of Bagdad.

Many people went to wise old Haykem for counsel which he gave freely to all, asking nothing in return. A young man came to him who had spent much but got little. He said, "Tell me, wise one, what shall I do to receive the most for that which I spend?"

Haykem answered, "A thing that is bought or sold has no value unless it contains that which cannot be bought or sold. Look for the Priceless Ingredient."

"But what is this Priceless Ingredient?" asked the young man.

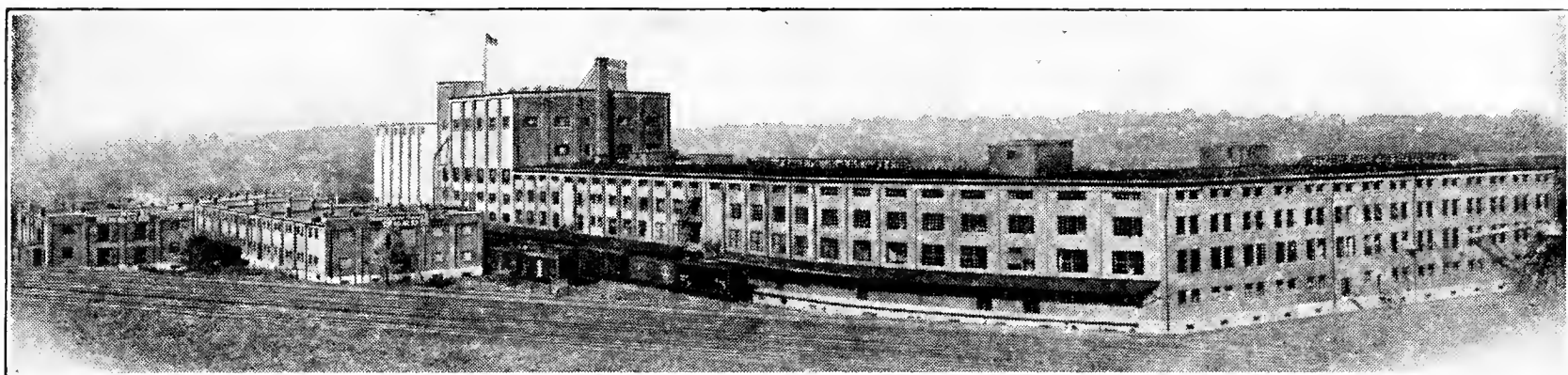
Spoke then the wise one, "My son, the Priceless Ingredient of every product in the market place is the honor and the integrity of him who makes it. Consider his name before you buy."

I would make sure that
the Hybrid Corn I bought
contained the Priceless
Ingredient



The Priceless Ingredient in Kingscrost Corn

—is the dependability and the integrity of Northrup, King & Co. as an efficient organization. A reputation earned through half a century of experience in growing and breeding Seed Corn—"it's in the bag." Northrup, King & Co.'s Kingscrost Hybrid Seed Corn is sold only through dealers . . . packed in Bushel Sealed Bags



The Main Plant of Northrup, King & Co. at 1500 Jackson St. N. E., Minneapolis, Minn.
The corn drying plant is the second building from the left.

If I Were A Farmer—

—I would buy my Hybrid Seed Corn through the local dealer who has already established a reputation for dependability.

BECAUSE

—his knowledge of the experience of his many patrons is worth much to me.

—he expects to stay in business for years to come and it is important to him to see that I get the RIGHT Hybrid for my farm.

—his many years' experience has taught him where the most dependable source of Hybrids is.

—I know that I can usually get better value for my money through the dealer than through any other source.



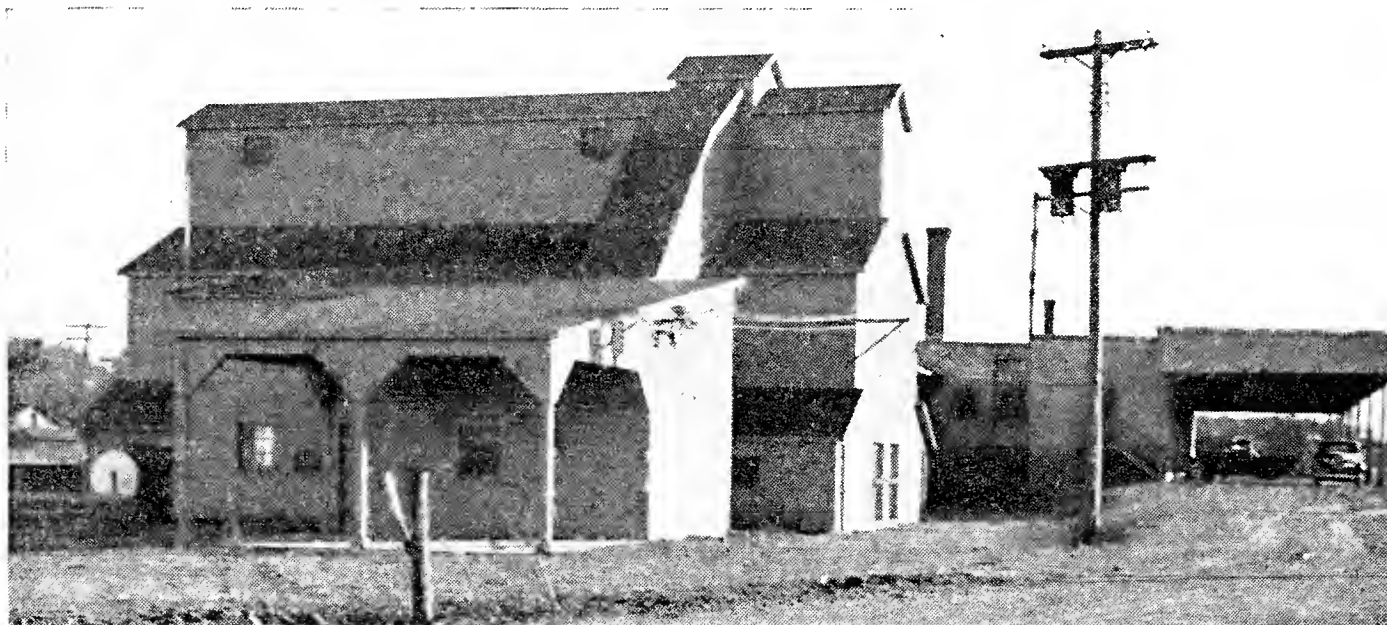
Taking Home a Good Corn Crop from the
Strache Bros. Hardware at
Howard Lake, Minn.

If I Were A Farmer—

—I would consider Northrup, King & Co.'s 50 years of experience in seed corn curing and drying.

—their drying equipment costing over a quarter of a million dollars.

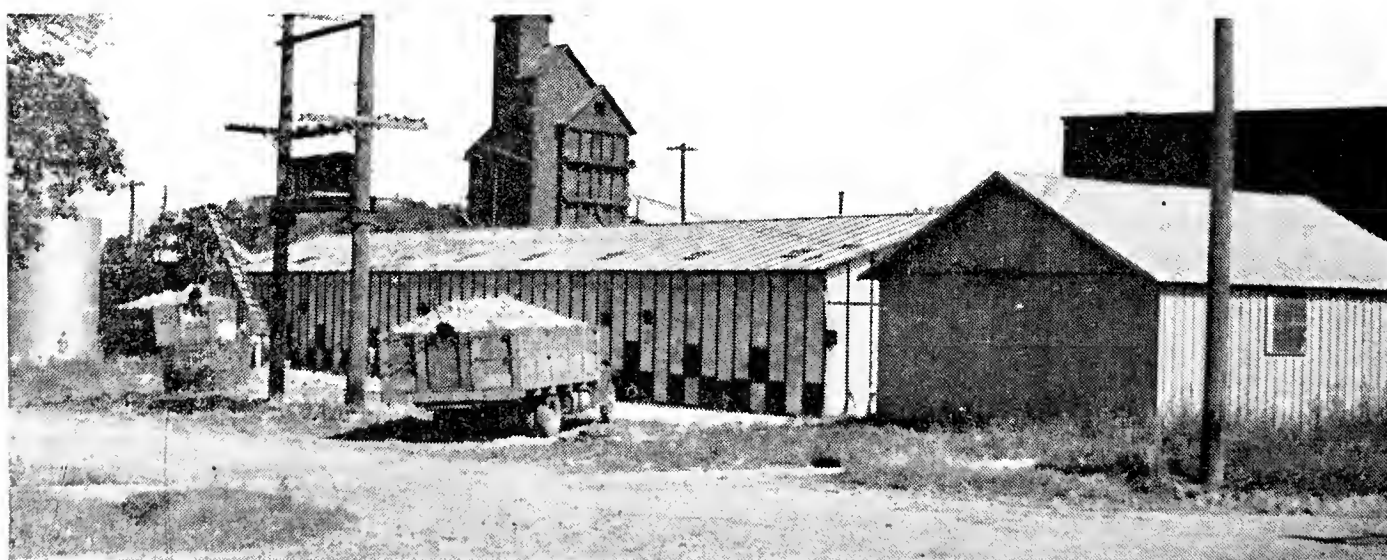
—the location of their drying plants in the best corn producing areas of the North Central States.



Northrup, King & Co.'s No. 3 Drying Plant in South Central Minnesota,
60 miles from Minneapolis.



Northrup, King & Co.'s No. 2 Drying Plant in West Central Minnesota,
50 miles from Minneapolis.



Northrup, King & Co.'s No. 4 Drying Plant at Hampton, Iowa.

The above plants are in addition to the main drying plant
at Minneapolis.

If I Were A Farmer—

I would consider my own farming conditions, the lay of the land, the richness of the soil, and I would plant the latest maturing strain of KINGSCROST HYBRID Corn that I can be sure will ripen on my farm in average years.

A glance at the following descriptions and maps will help in the selection of the right strains. Talk it over with your dealer.

KINGSCROST REID'S

107 Day



Yellow Dent. Adapted to Southern Minnesota, Wisconsin, Northern Iowa and South Dakota. $\frac{1}{2}$ to 1 foot taller than Minn. No. 13 and Golden King, from 5 to 10 days later maturing. Ears quite large with good kernel depth. Classed as an early corn south of the northern two tiers of counties in Iowa.

KINGSCROST REID'S

110 Day



Yellow Dent. Adapted to North Central Iowa as far south as Cedar Rapids. Somewhat earlier than Iowa Hybrids Nos. 939 and 942 and some larger in plant and ear growth than our 107 Day.

KINGSCROST REID'S ENSILAGE STRAIN

105 Day

Yellow Dent. Adapted for Ensilage wherever Golden Glow and Minn. No. 13 are grown. $\frac{1}{2}$ to 1 foot taller than Golden Glow with heavy suckers. Averaged in yield comparisons covering two years in eastern Wisconsin, 5 ton per acre more ensilage than Golden Glow with the same earliness of maturity.

Ask the farmers who

—IN MINNESOTA

"Some of the recent wind storms have been a real test for Kingscrost Hybrid Corn. Local corn in the same field was blown down, while the Kingscrost corn remained standing. Kingscrost corn has also been out-yielding the standard varieties grown here."

P. C. Weber, Lakeville, Minn.

"This is the second year I have raised Kingscrost Corn and this year it is already dented (August 30) and shows a very good yield. Kingscrost is a hardier corn and it stands up against the wind."

Ray Sullivan, New Prague, Minn.

"I am writing you to tell you how well pleased I am with your Hybrid Corn. I have 40 acres of 105 day Kingscrost. I am 52 years old and I have never seen a field like it. I took first prize at the County Fair and the boy got second on Club corn. I am boosting your corn all I can."

Art F. Nelson, Avoca, Minnesota.

"I have grown Kingscrost Hybrid Corn for three years and it has always produced from 10-12 bushels more than the other corn. Kingscrost has always stood up when other corn was blown down."

Otto Holm, St. Charles, Minn

"Kingscrost is sure good seed corn. It is true about that investment. The money it cost was well spent. Ever since 1933 I hadn't raised a decent crop of corn and I was about to give up raising it. But I thought I would try the hybrid corn I once heard Card tell about over radio station WCCO—and I sure got a bumper crop. And now I can laugh with Clellan Card when I hear him talk about Kingscrost Hybrid Corn."

Art Lacina, Buffalo, Minn.

"I planted in the year 1937, one bushel of your 'Kingscrost' hybrid seed corn, liked it so well that in '38 I planted 2 bushels of it, drilled in on strips 100 ft. wide, sowed to sweet clover the previous year, which was turned under just before planting the corn. The corn was planted between May 15 and 25 because of the wet season at the time. It made a very fine growth from the start, was cultivated, some 4, and some 5 times, and when husking with a one-row picker, it kept 3 men and wagons busy. Estimate yield at the time of husking that it would average 90 bushels to the acre."

A. B. Halverson, Rt. 2, Spring Grove, Minn.

planted Kingscrost!

—IN WISCONSIN

"Having had the opportunity of watching various varieties of Hybrid Seed Corn for the past two years, I feel that Kingscrost Hybrid heads the list."

Joe Huenink, Manager, Farmers Co-op. Prod. Assn.

"I planted Kingscrost Minnesota No. 13, 100 day, and got 130 baskets from one acre. I was very well pleased with Kingscrost Hybrid Seed and will plant it again."

Dick Kamm, Roberts, Wis.

—IN IOWA

"I have four different Hybrids but the Kingscrost is by far the best corn and was planted on the poorest ground."

Elmer Weisbrod, Fenton, Iowa.

"I have planted four different kinds of Hybrid Corn this year and Kingscrost was by far the best in this test. I am thoroughly satisfied with Kingscrost and intend to plant my entire acreage to Kingscrost Corn next year."

Ed. Schoenthal, Waukon, Iowa.

"Kingscrost Hybrid planted in competition of three other hybrids—was best of the four."

Harley Ellis, Palmer, Iowa.

—IN MICHIGAN

"You could not get better corn than this. Can't be beat—will buy all Kingscrost Corn next year."

Peter Lynch, Carney, Michigan.

—IN NORTH DAKOTA

In early November, 1938, the Farmer-Globe of Wyndmere, No. Dakota, published an illustrated article concerning the two fields of Northrup, King & Co.'s Kingscrost Hybrid Corn on the farm of Alfred Wiese, near Wyndmere. The principal words of description were "two fields of straight standing, fine yielding corn." One field was planted May 15 and yielded 50 bushels per acre. The other was planted the last of May and yielded 60 bushels per acre.

—IN SOUTH DAKOTA

"Last year I purchased three bushels of 107 day Kingscrost Seed Corn and was very much satisfied with the yield in face of a severe drought and grasshopper infestation. I have bought 15 bushels of Kingscrost for 1939."

O. W. Mikkelsen, Sioux Falls, S. D.

NOTE THE MAPS AND DESCRIPTION OF THESE

Kingscrot "Dent" Hybrids

KINGSCROST MINN. No. 13

100 Day

Yellow Dent. Adapted wherever Standard Minn. No. 13 or Golden King is grown. Plants about $\frac{1}{2}$ foot taller with maturity the same. It has averaged about 2 ton more ensilage per acre than Minn. No. 13 and Golden Glow in yield comparison.



KINGSCROST EARLY MINN. No. 13

95 Day

Yellow Dent. Adapted to North Central Minnesota and similar areas for husking. Not recommended as an ensilage corn except in extreme northern areas. Maturity between Standard Minn. No. 13 and Haney Strain of Minn. No. 13. Plant almost equal in size to Standard Minn. No. 13 and taller than Haney.



KINGSCROST EXTRA EARLY MINN. No. 13

90 Day

Yellow Dent. Adapted where Haney Strain of Minn. No. 13 is grown but seems to show better maturity farther north than Haney. Plant about $\frac{1}{2}$ foot taller than Haney. Recommended mainly as a husking corn and for ensilage only in the extreme northern areas.



If I Were A Farmer—

—I would remember that 54 years of corn breeding has taught Northrup, King & Co. the earliness requirements of all sections of the North Central States.

—I would keep in mind that Northrup, King & Co. was among the first commercial organizations to start Hybrid Corn Breeding—they began in 1922.

—I would also keep in mind that Northrup, King & Co. was one of the first producers to distribute hybrids in the North Central States—starting in 1931.

—I would attach importance to the fact that Northrup, King & Co.'s corn department personnel includes men having long and varied experience in seed corn breeding, growing and drying.

—I would insure myself of best average corn crop over a period of years by planting two or three different maturity Hybrids each year.

If I Were A Farmer—

I Would Consider What Kingscrost Has Been Doing For Farmers—

—E. C. Davis, St. Peter, Minn.—His patrons had handsome increases in yield and profits last year. Five to 25 bushels increase per acre. Drought and wind resistant.

—E. T. Ebbesen, Prop. Minnesota Hatchery, Revere, Minn.

—We operate 640 acres of land here this year. We have approximately 65 acres of your Minnesota No. 13 Kingscrost Hybrid Corn and wish to tell you that it is the finest corn I have ever seen. It has two ears on a big percentage of the stalks and some have three ears that are going to get fully matured.

—John B. Sills, manager Canton Elevator Co., Canton, Minn. In 1936 it was proven to me that Kingscrost Hybrid was a superior seed corn for a dry season.

—Arne Rotnem, Mabel, Minn.—Kingscrost will stand against the wind better, yield more corn and make better silage.

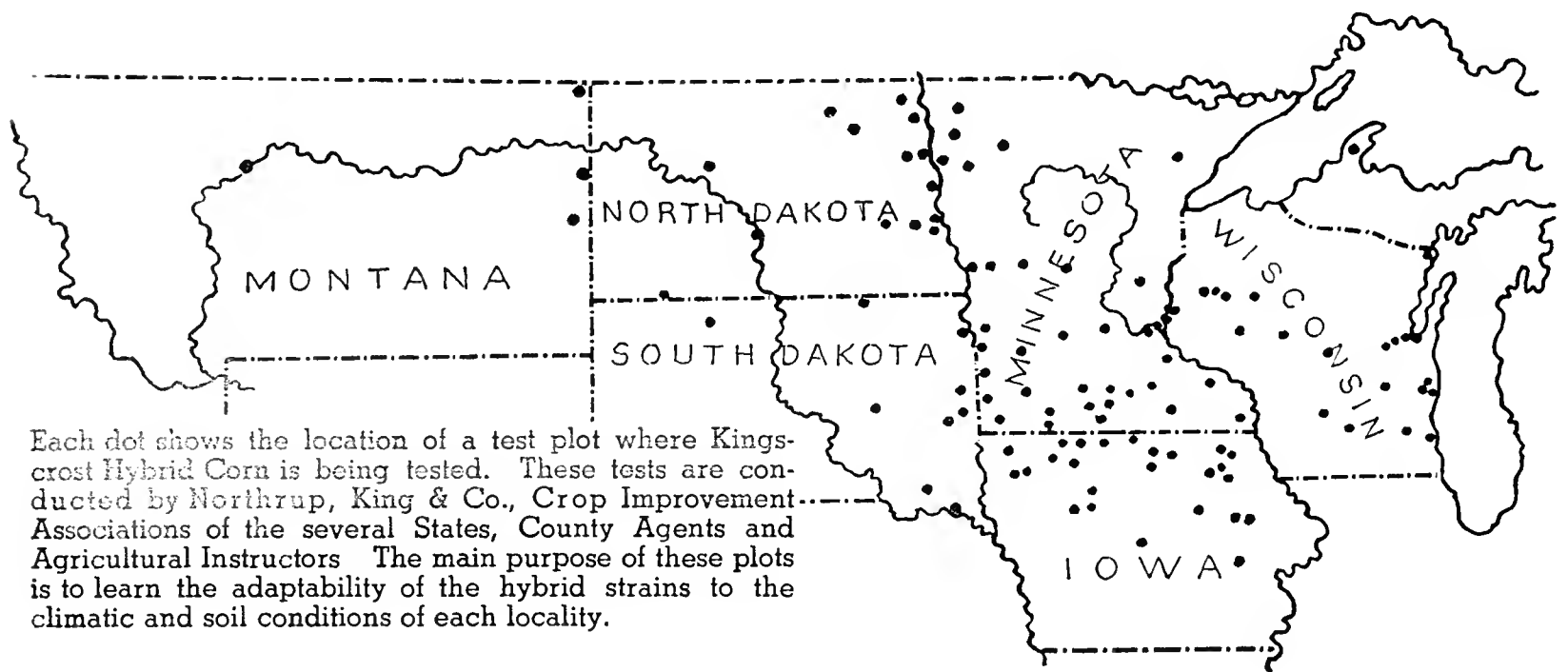
—Louis Lippold, Graettinger, Iowa—I have three different hybrids, and Kingscrost is so far ahead of the other two hybrids in maturity, ear conformation, and I am sure of yield, that next year I am planting only Kingscrost.

*See colored insert for others.

If I Were A Farmer—

—I would be sure to choose the right Kingscrost Hybrid strain for my farm.

—I realize that all hybrids are different and that there is a separate Kingscrost Hybrid of proper maturity for my section.



Each dot shows the location of a test plot where Kingscrost Hybrid Corn is being tested. These tests are conducted by Northrup, King & Co., Crop Improvement Associations of the several States, County Agents and Agricultural Instructors. The main purpose of these plots is to learn the adaptability of the hybrid strains to the climatic and soil conditions of each locality.

—I would depend a great deal upon what my dealer tells me as to which Kingscrost Hybrid has already proven most satisfactory in my locality.

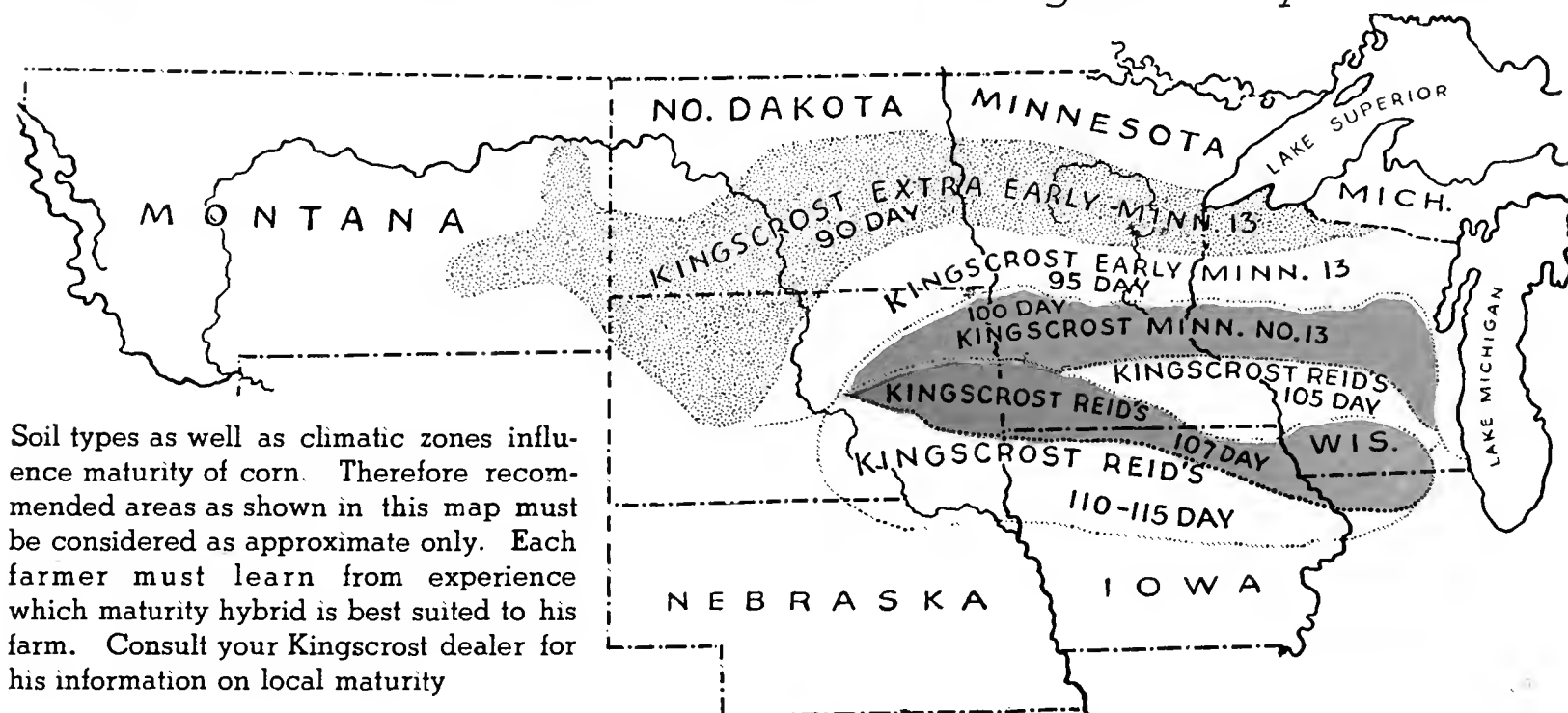
—I would consider the integrity, reputation, experience and equipment of Northrup, King & Co. as assurance of dependable quality in Hybrid Corn.



Note the position, size and uniformity of ears in this field of Kingscrost Reid's in southern Minnesota.

If I Were A Farmer—

—I would study the following map showing the recommended areas for the various strains of Kingscrost Hybrid Corn:



Note the Strains of KINGSCROST HYBRID CORN All Yellow Dents—

Kingscrost Reid's	110 days
Kingscrost Reid's	107 days
Kingscrost Reid's, Ensilage Strain	105 days
Kingscrost Minn. No. 13	100 days
Kingscrost Early Minn. No. 13.....	95 days
Kingscrost Extra Early Minn. No. 13.....	90 days

The above maturities are based on the conditions which will mature normal Minn. No. 13 and Golden King in 100 days.

Kingscrost Hybrid Corn is bred and produced by

NORTHROP, KING & CO., Corn Breeders and Growers Since 1887

Main Office and Plant—Minneapolis, Minn.



One of the many trial grounds of Kingscrost Seed Corn operated in eastern Wisconsin. Here farmers could check on the relative merits of each strain.



A Field of
Northrup, King
& Co.'s

KINGSCROST

HYBRID CORN

On July 4, 1938